

Madentec

Core Business

Health and Wellness: Assistive computer technology to help people with severe disabilities

Contact Information

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Ownership: Private. Founder is President and CEO. Founded in 1989.

What do people in the company say?

"One day you can be like everyone else and then an accident can take it all away from you. Our products help individuals get back some of their lives."
~ Mary, Eastern Sales and Marketing Manager

"Working at a company like Madentec is the perfect job for an Engineer. We are always designing things that have never been thought of before. When most people think of Engineering, they think of designing bridges or other large-scale projects. We at Madentec aim for something no less noble or large scale: bridging people with disabilities into everyday life."
~ Matt, Computer Engineer

"I like that my co-workers and I all have a legitimate say in the direction our company and products take. I feel that my opinion is honestly considered."
~ Bill, Western Sales Manager

What does Madentec do?

Madentec Limited designs, manufactures, and markets products (computer hardware and software) that help people with severe disabilities use a computer.

Imagine trying to use your computer while sitting on your hands. How would you do it? The options get even more restrictive for Madentec's customers who have severe physical disabilities, which include quadriplegia, spinal cord and head injuries, multiple sclerosis, cerebral palsy, muscular dystrophy, and ALS. There are over 2.5 million people with severe physical disabilities in the United States alone.

Madentec helps its customers interface with a computer. Their technology finds innovative ways to replace the mouse, mouse clicker, and keyboard. Each type of disability often requires a different solution, ranging from a camera that tracks head movement to several specialized switches that detect cheek movements, sips, and puffs.

Madentec's leading product is Tracker™. Tracker very accurately moves a computer cursor in direct correlation with a person's head movements. Tracker is a camera that shines infrared light (invisible) and captures head movements by following the reflection from a special reflective sticker placed on a person's head or glasses.

Madentec's technology is used in major rehabilitation centers and hospitals around the world, and has the largest share of this market in North America, Europe, and Asia.

What makes them cool?

Instantly change a person's life: Madentec technology helps its customers communicate in meaningful ways, control their environment, and even return to school or have a computer-based job. It provides hope, self-assurance, and independence.

Works in direct light: Tracker is the only assistive computer technology that can work well in direct sunlight; in other words, the sun or light does not interfere with the infrared wave reflected back to the camera.

Eye-opening golf event: The power of Tracker was demonstrated in Madentec's historic golf tournament. Each team had 3 able-bodied golfers and one person with disabilities using Tracker, golfing software with an exact replica of the course, and a GPS tracking system. This was also the first time many of the disabled teammates got to experience playing on a real golf course. Equally important was that many of the golf teams found that their disabled teammates using the Tracker system were the best golfers on the teams!

Customer endorsements: Madentec receives many heart-warming letters from appreciative customers. Its fans include Christopher Reeves.

Next generation products: Madentec is developing revolutionary new products based on the latest technology. The first of these products will be available late 2004.

History: In 1987, founder Randy Marsden, President and CEO of Madentec, was an electrical engineering student at the University of Alberta. He and a friend did an award-winning school project to help a friend who was paralyzed from the chin down communicate. Chance events led Randy to turn parts of his school project into his career.

Name: Madentec originated from combining the last name of founder Randy Marsden with the word "technology".



Awards: In 1995, Randy received the APEGGA EARLY ACCOMPLISHMENT AWARD, the WALTER DINSDALE AWARD (for disabilities research), and the CIPS AWARD FOR INNOVATION in 1999.

Employee perks: Madentec employees enjoy parties and BBQs, play on the ping pong and foosball tables, see new-release movies, and participate in charity events.

Travel: Travel opportunities are available to Europe, Asia, North America, and Mexico

What are their plans for the future?

Distribution: Madentec is looking for more global marketing partners to market its new line of next-generation products.

Advocacy: Madentec plans to be part of several advocacy initiatives to help update health care funding laws to include assistive technology so that people who need products like the ones Madentec produces will get it paid for by the government.

Golf charity events: Madentec's golf event was very successful in attracting corporate sponsorship, high profile government officials from both Canada and the US, as well as media coverage all over the US. Madentec would like to do more golf tournaments that help more disabled people experience golfing, and is looking for partners and sponsors to do this.

Revenue distribution for 2003

By geography: 60% US, 25% Europe, 10% Asia, 5% Canada

By product: Tracker is their best seller

By channel: 60% dealer, 40% direct

Growth rate: 25% per year for last 5 years

Cool technology used

Assistive Technology, rehabilitation engineering, image processing, low-level operating system manipulation

Scientific research interests

Man-machine interfaces, image processing, linguistics, communication paradigms (human)

Education wanted of new grads

Engineering, Marketing, MBA (Co-op=YES)

What kind of people work there?

Team / Departments	Positions	Current Employees	Employees Needed
Engineering	Hardware Engineer, Firmware Engineer, Software Engineer	3	0
Manufacturing	Manufacturing Technician	1	1
Field	On-site Trainer/Sales Support	1	0
Sales	Sales Manager	2	2
Customer Support/ Administrative	Customer Technical Support, Administrative Assistant	3	2
Finance/Accounting	Operations Manager	1	0
Senior Management	CEO	1	0
	Total	12	5

Madentec Solutions
for people with disabilities

Rewards that money can't buy!